ELSEVIER

Academic publishing: today and tomorrow

Biblioteek- en Inligtingsdiens

Library and Information Service

UNIVERSITEIT•STELLENBOSCH•UNIVERSITY

Presented by:

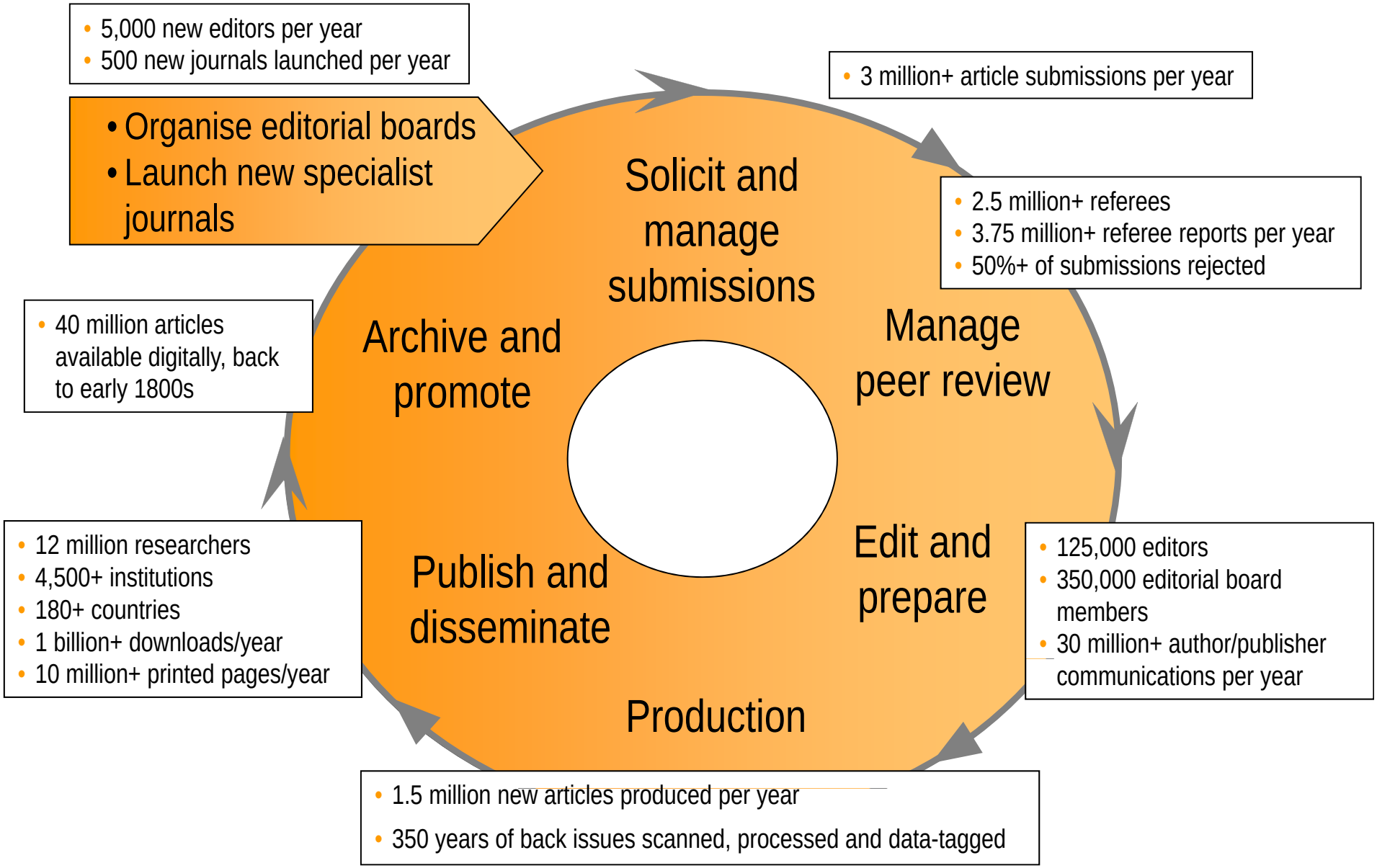
Tony Roche, Publishing Director, Social Sciences

10th May, 2011

Agenda

- Universal access, quality and sustainability
- Emerging publication themes
- What might the future look like?

What do journal publishers do today?



Note: industry estimates based on known numbers for a subset of the industry that are then scaled to 100% based on the article share of the known subset.

Elsevier is committed to universal access, quality, and sustainability

1. Universal Access
   - We exist to disseminate information
   - We will identify where remaining gaps exist and find viable mechanisms to close them

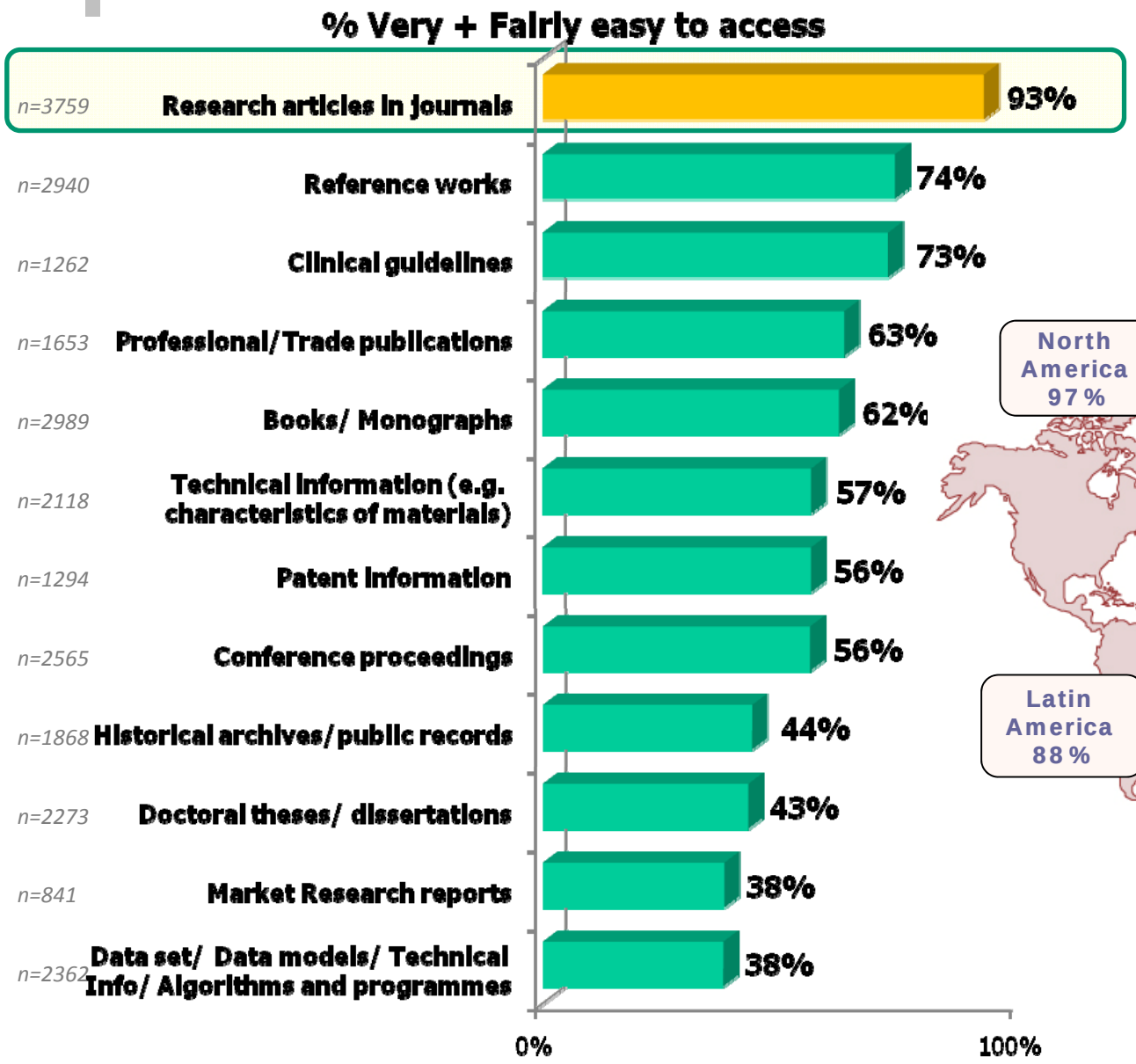
2. Quality
   - Peer review provides essential quality controls
   - We will invest to innovate in technologies that increase researchers' productivity

3. Sustainability
   - Journal publishers invest heavily to deliver a well-functioning communications system upon which society depends
   - Access and dissemination mechanisms must ensure that these investments can be recovered.
   - System must also be sustainable for those who fund it therefore we aim to increase efficiency and value-for-money

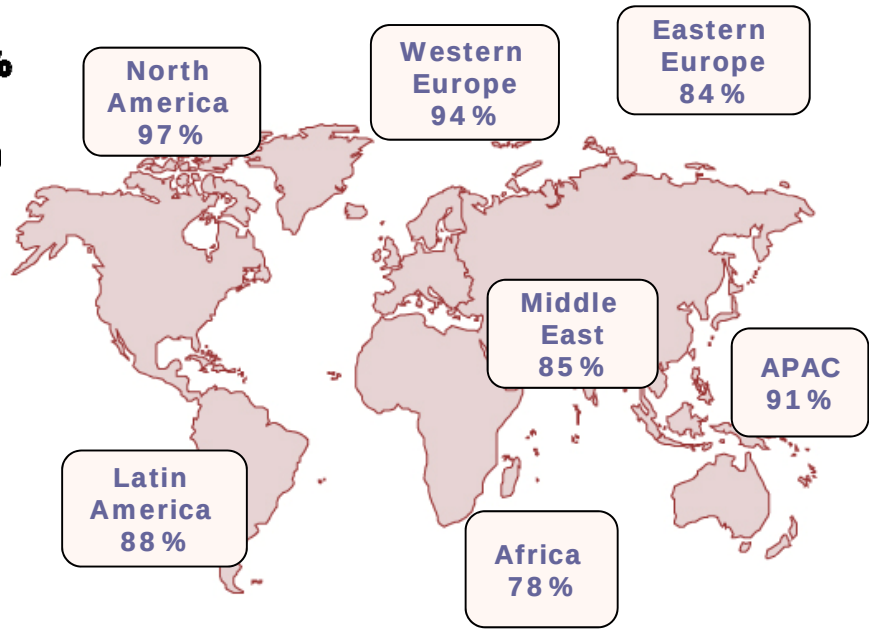
We support all mechanisms to achieve sustainable universal access to quality content

Where are we today? Access:

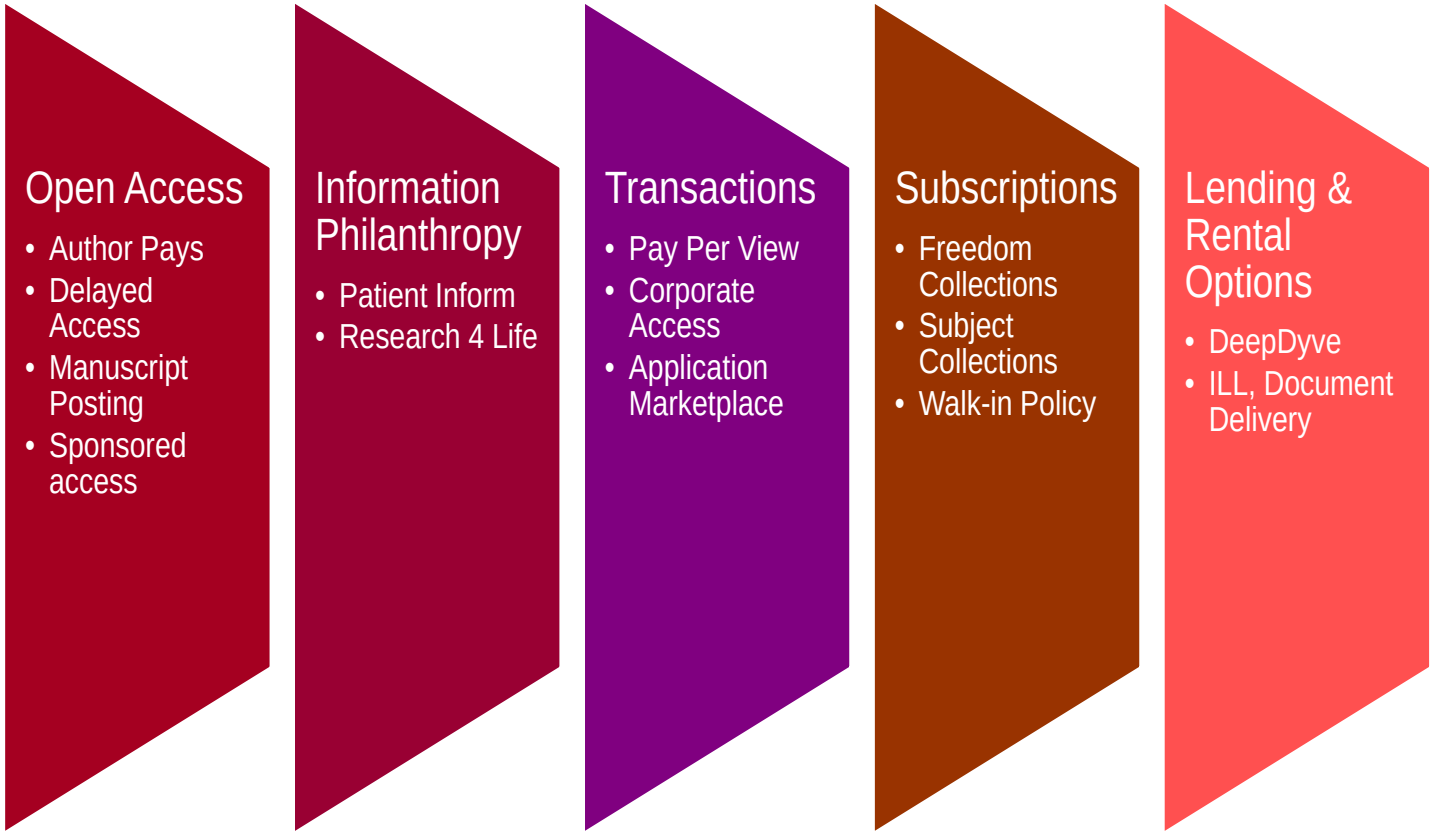
Global Study - Phase 1



Access to research articles by region

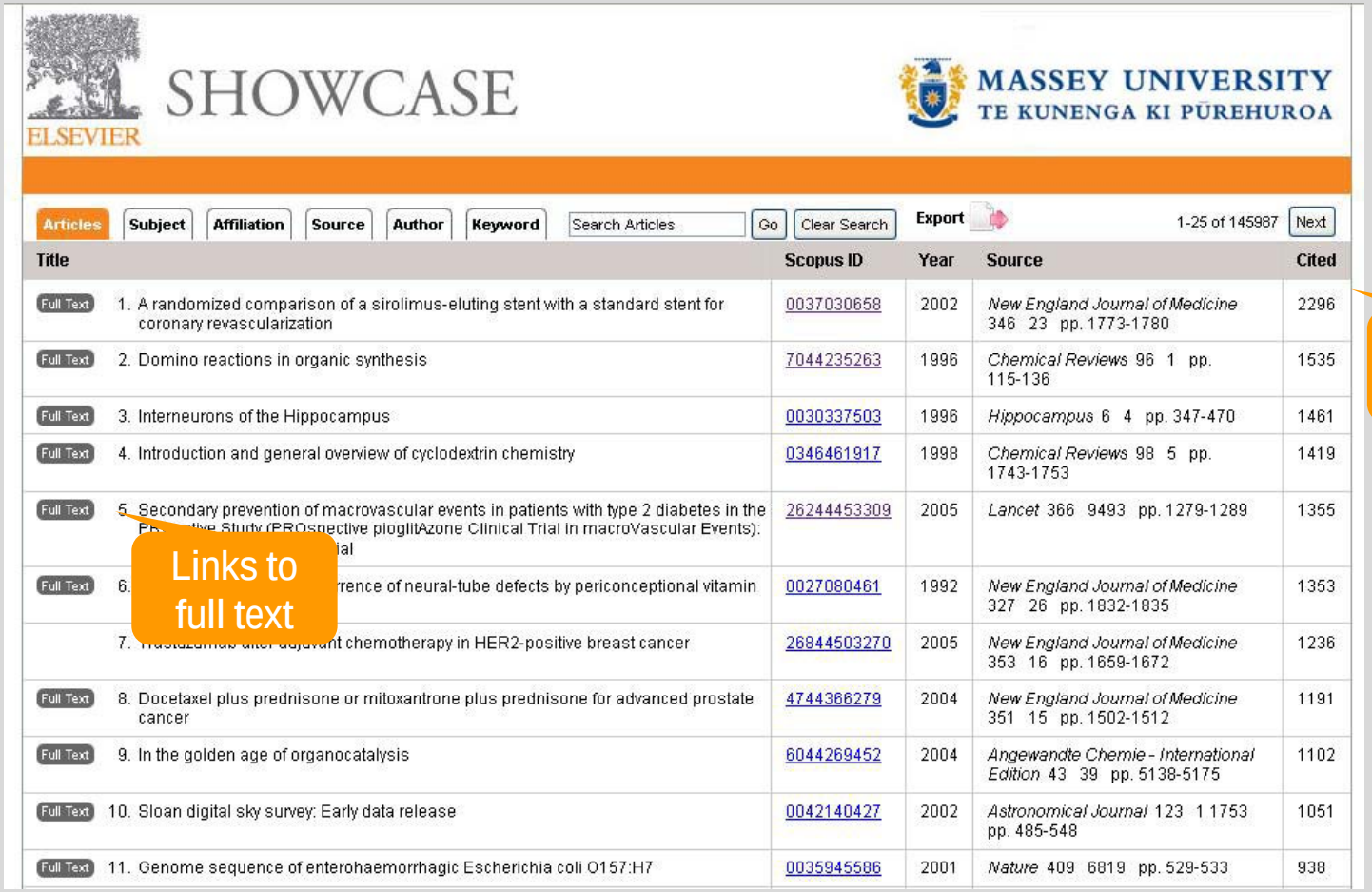


Universal Access is More than Just "Open Access"



Different scientific communities have different requirements. We're experimenting in all areas of Universal Access to see what offers sustainable options while maintaining the quality provided by peer review

Future approach for Manuscript Posting?



ELSEVIER SHOWCASE

MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA

Articles | Subject | Affiliation | Source | Author | Keyword | Search Articles | Go | Clear Search | Export | 1-25 of 145987 | Next

Title	Scopus ID	Year	Source	Cited
Full Text 1. A randomized comparison of a sirolimus-eluting stent with a standard stent for coronary revascularization	0037030658	2002	*New England Journal of Medicine* 346 23 pp. 1773-1780	2296
Full Text 2. Domino reactions in organic synthesis	7044235263	1996	*Chemical Reviews* 96 1 pp. 115-136	1535
Full Text 3. Interneurons of the Hippocampus	0030337503	1996	*Hippocampus* 6 4 pp. 347-470	1461
Full Text 4. Introduction and general overview of cyclodextrin chemistry	0346461917	1998	*Chemical Reviews* 98 5 pp. 1743-1753	1419
Full Text 5. Secondary prevention of macrovascular events in patients with type 2 diabetes in the PR...ctive Study (PROspective pioglitAzone Clinical Trial In macroVascular Events): ...ial	26244453309	2005	*Lancet* 366 9493 pp. 1279-1289	1355
Full Text 6. ...rrence of neural-tube defects by periconceptional vitamin	0027080461	1992	*New England Journal of Medicine* 327 26 pp. 1832-1835	1353
7. ...chemotherapy in HER2-positive breast cancer	26844503270	2005	*New England Journal of Medicine* 353 16 pp. 1659-1672	1236
Full Text 8. Docetaxel plus prednisone or mitoxantrone plus prednisone for advanced prostate cancer	4744366279	2004	*New England Journal of Medicine* 351 15 pp. 1502-1512	1191
Full Text 9. In the golden age of organocatalysis	6044269452	2004	*Angewandte Chemie - International Edition* 43 39 pp. 5138-5175	1102
Full Text 10. Sloan digital sky survey: Early data release	0042140427	2002	*Astronomical Journal* 123 1 1753 pp. 485-548	1051
Full Text 11. Genome sequence of enterohaemorrhagic Escherichia coli O157:H7	0035945506	2001	*Nature* 409 6819 pp. 529-533	930

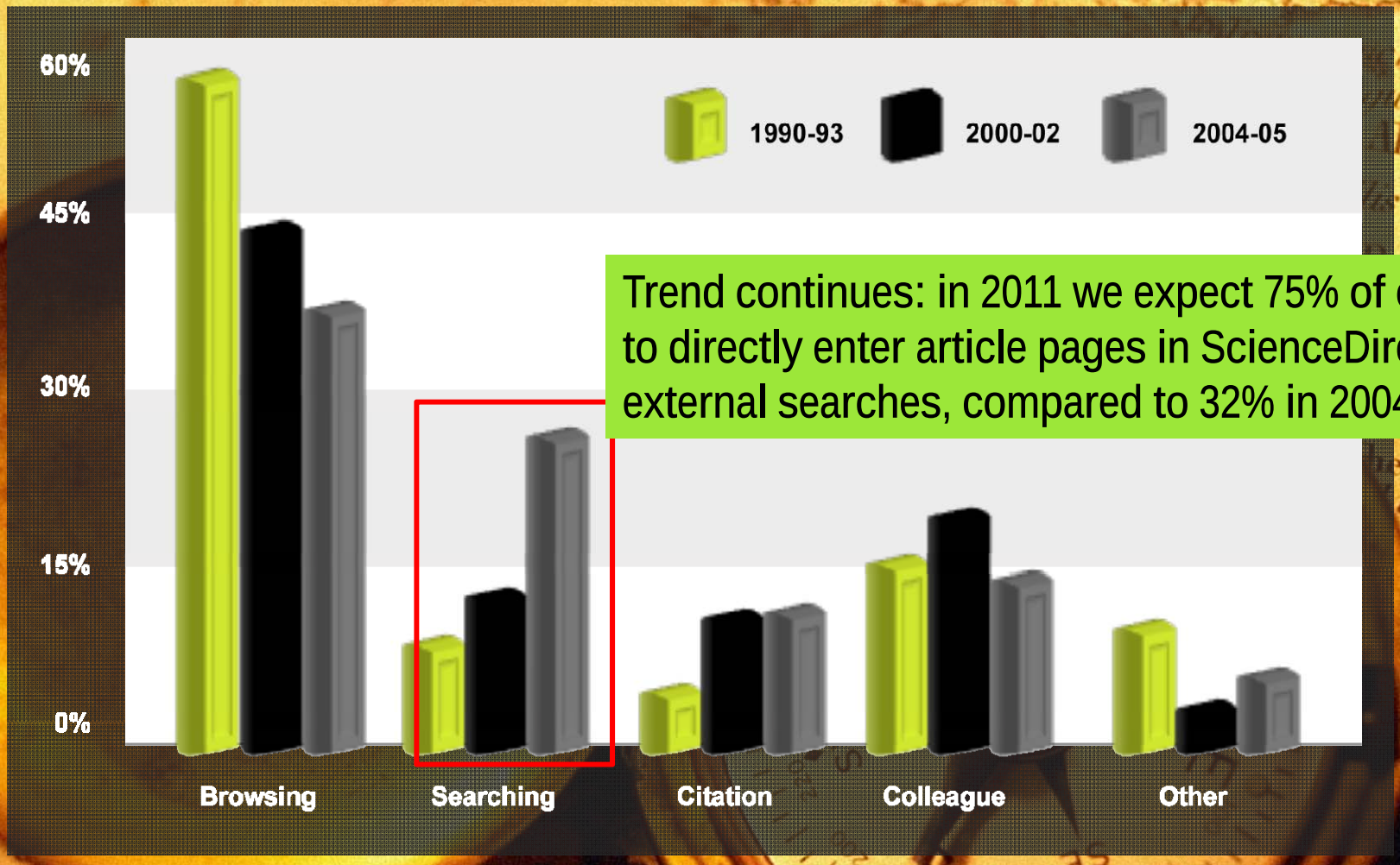
Scopus cited by

Links to full text

- Provides list of institution output
  - Metdata (Scopus)
  - Cited by countrs
- Links to the full text on ScienceDirect and other publisher platforms

Emerging publication themes

- 1. Emphasis will continue to shift from journal to article



Trend continues: in 2011 we expect 75% of our users to directly enter article pages in ScienceDirect from external searches, compared to 32% in 2004

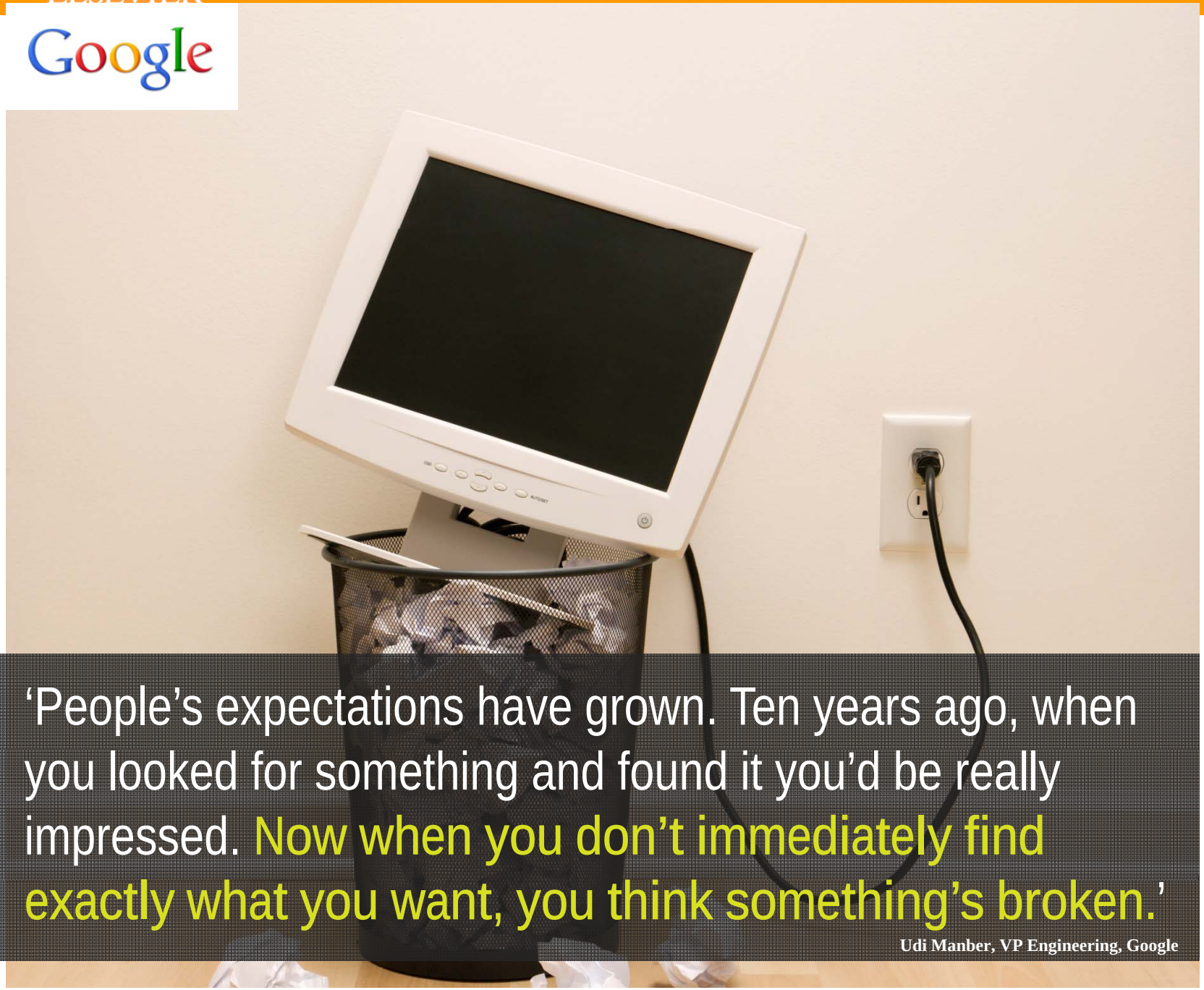
Changing user behavior

Methods used by university faculty to locate articles

(Source: Tenopir 2007)

ELSEVIER

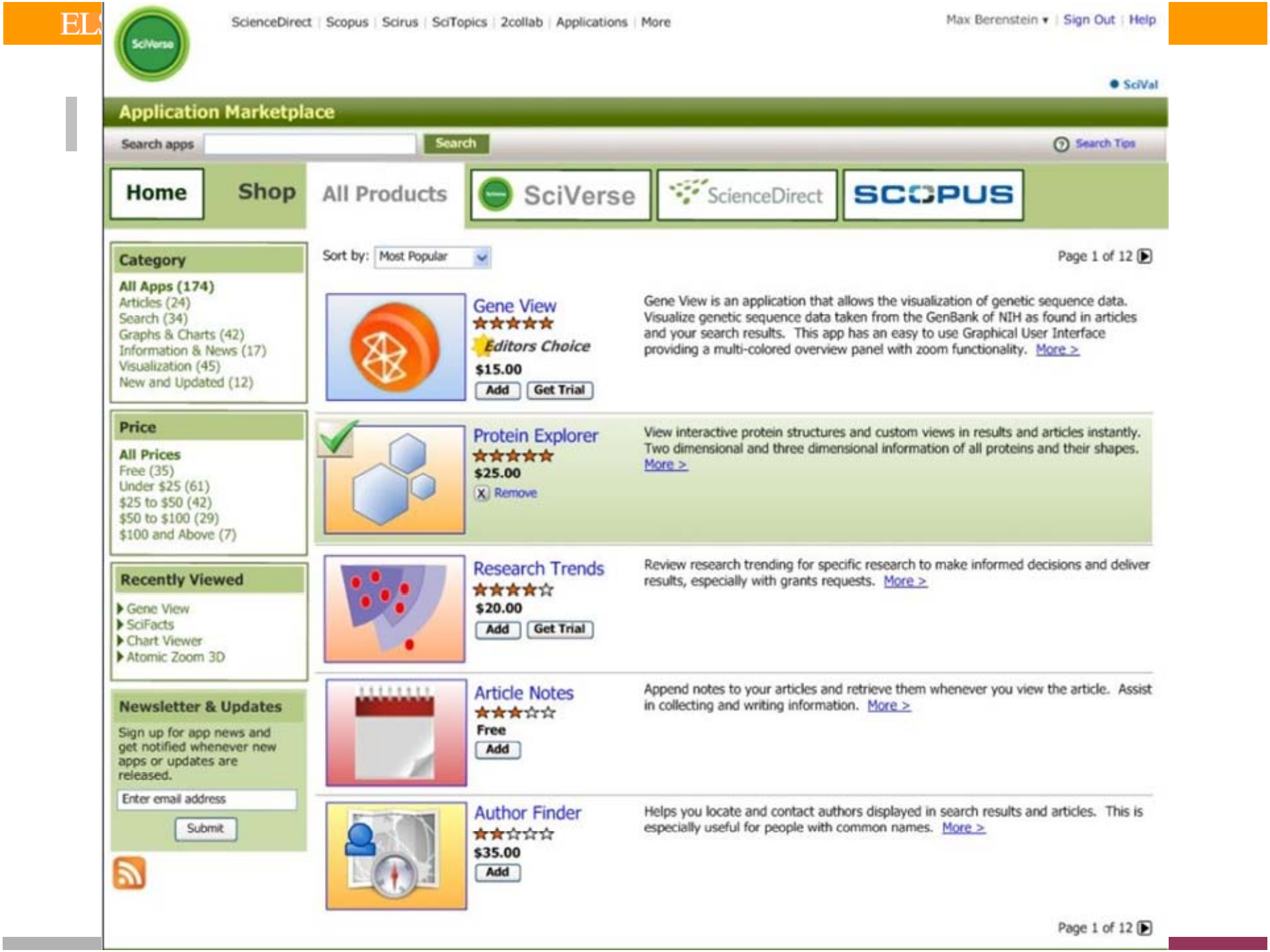
Google



‘People’s expectations have grown. Ten years ago, when you looked for something and found it you’d be really impressed. Now when you don’t immediately find exactly what you want, you think something’s broken.’

Udi Manber, VP Engineering, Google

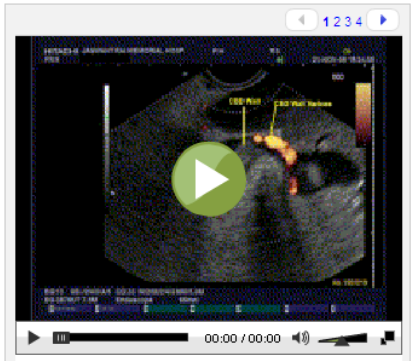
2. Platforms will get more intelligent and the user experience richer


ScienceDirect | Scopus | Scirus | SciTopics | 2collab | Applications | More
Max Berenstein ▾ | Sign Out | Help
SciVal
Application Marketplace
Search apps
Search
Search Tips
Home
Shop
All Products
SciVerse
ScienceDirect
SCOPUS
Category
All Apps (174)
Articles (24)
Search (34)
Graphs & Charts (42)
Information & News (17)
Visualization (45)
New and Updated (12)
Price
All Prices
Free (35)
Under $25 (61)
$25 to $50 (42)
$50 to $100 (29)
$100 and Above (7)
Recently Viewed
Gene View
SciFacts
Chart Viewer
Atomic Zoom 3D
Newsletter & Updates
Sign up for app news and get notified whenever new apps or updates are released.
Enter email address
Submit
Sort by: Most Popular
Page 1 of 12
Gene View
Editors Choice
$15.00
Add
Get Trial
Gene View is an application that allows the visualization of genetic sequence data. Visualize genetic sequence data taken from the GenBank of NIH as found in articles and your search results. This app has an easy to use Graphical User Interface providing a multi-colored overview panel with zoom functionality. More >
Protein Explorer
$25.00
Remove
View interactive protein structures and custom views in results and articles instantly. Two dimensional and three dimensional information of all proteins and their shapes. More >
Research Trends
$20.00
Add
Get Trial
Review research trending for specific research to make informed decisions and deliver results, especially with grants requests. More >
Article Notes
Free
Add
Append notes to your articles and retrieve them whenever you view the article. Assist in collecting and writing information. More >
Author Finder
$35.00
Add
Helps you locate and contact authors displayed in search results and articles. This is especially useful for people with common names. More >
Page 1 of 12

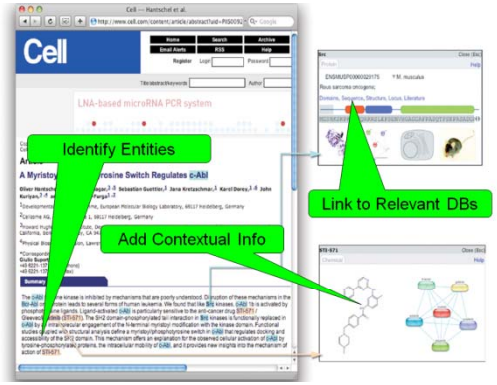
3. The “article of the future”

- Article didn’t change (much) in 350 years

- Print-based (although now in PDF form)
- Linear reading (top-left to bottom-right)

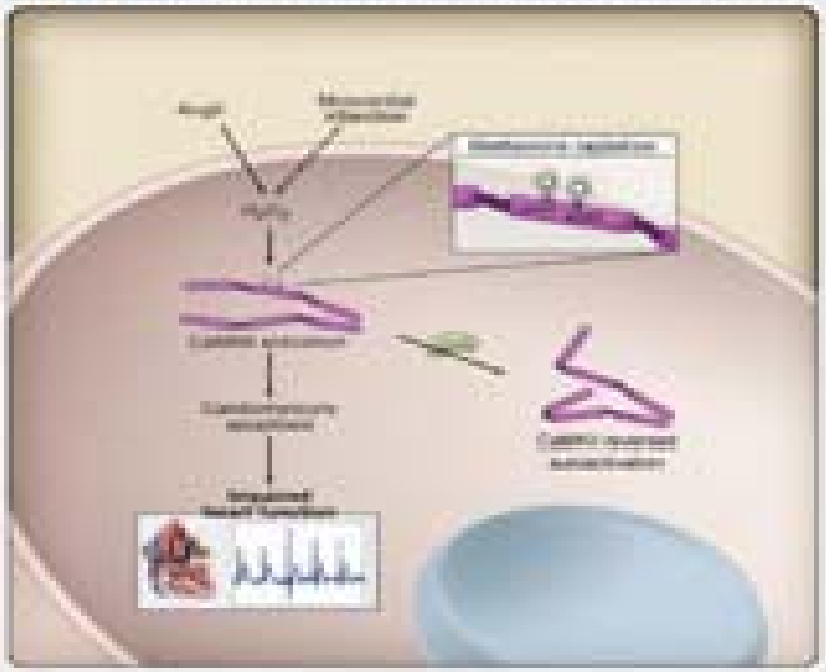


- Some changes happened though:
  - Internal navigation
  - Reference linking
  - Supplementary data files
- Small-scale developments:
  - Inline video, Semantic mark-up, Data manipulation



Cell *Article Prototype #1*

A Dynamic Pathway for Calcium-Independent Activation of CaMKII by Methionine Oxidation



Article Highlights

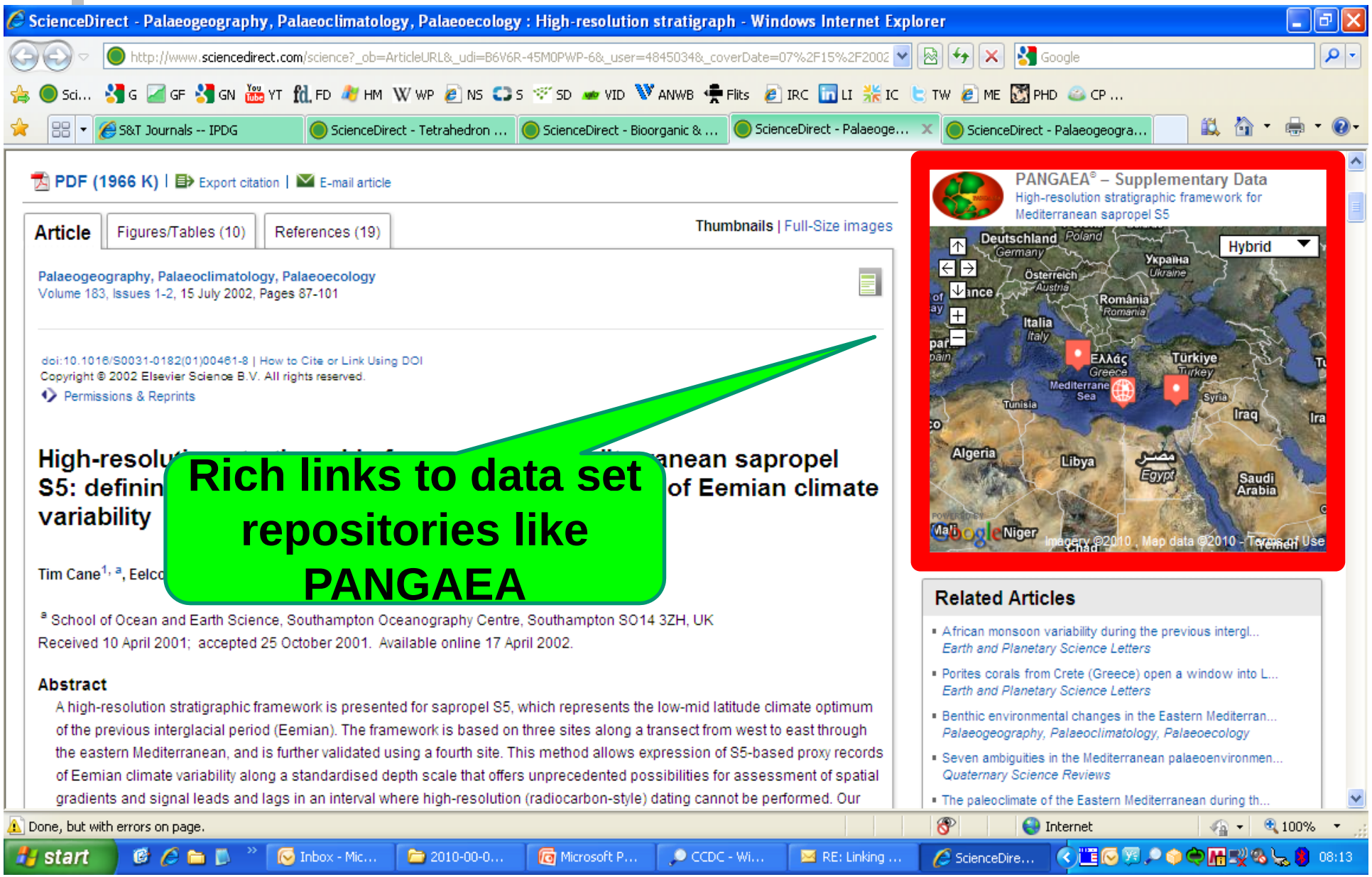
- Oxidation of methionine residues activates CaMKII
- Angiotensin II induces CaMKII oxidation leading to cardiomyocyte death
- CaMKII methionine oxidation is reversed by MsrA
- Elevated CaMKII oxidation impairs heart function and worsens ischemic injury

Auther Interview

Abstract

Switch Position

Interoperability: Research data sets



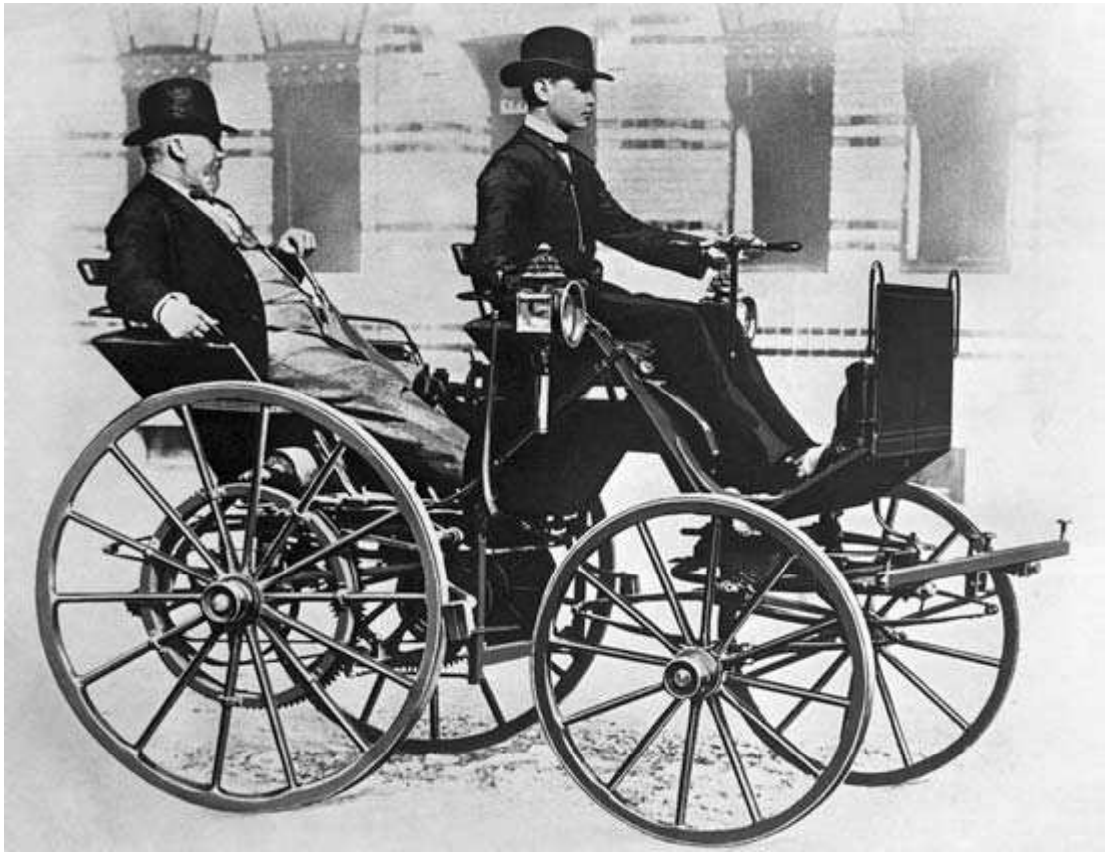
So what might the future look like?

- Academic publishing has a future, as the (digital) world continues to change around us....

- Scholarly behavior is remarkably unchanged *but* is altering in some subject areas
- Technology provides new tools, so far for existing purposes (registration, certification, dissemination, archive) *but* technology affects attitudes to information ("web=free?")
- Business models will be viable *if* there is continuing respect for IP/copyright and conditions exist that make publishing economic

Predicting the future…

"There will never be a mass market for motor cars — about 1,000 in Europe — because that is the limit on the number of chauffeurs available!" — Gottlieb Daimler, inventor of the gasoline-powered automobile, 1889



Courtesy:

stm